

# Call for UK Partners to deliver a 3-month UK Football Study Programme for 180 Chinese Coaches

The Federation of University Sports of China (FUSC) and the China School Sports Federation (CSSF) are China's national associations for university and school sports, operating under the Ministry of Education.

FUSC/CSSF are seeking UK partners with the capacity to design, deliver and manage 3-month study programme for a total of 180 Chinese coaches from schools and universities in China to visit the UK and learn about football coaching and management. They expect to work with one or more UK partners, with each of them hosting small groups from the total of 180 Chinese coaches.

## Background

In March 2015, China's State Council released an overall reform plan to boost the development of football in the country. According to the plan, football should be taught in PE classes in primary and middle schools across the country. More school hours will be allocated to football education. China aims to increase the number of schools with strengths in football to 20,000 by 2020 and 50,000 by 2025, from the current number of 5,000. Meanwhile, 50,000 full-time and part-time football coaches will be trained by 2020. The plan aims for football to be the cornerstone to realising China's dream of improving its overall national performance in football.

At the UK-China Education Summit and High-Level People-to-People Dialogue in September 2015, a new agreement was reached between the UK and Chinese governments to work together in developing sports education, including new collaborations on sports policy, study programmes to the UK to learn about football coaching and management, and the development of a joint accreditation in football coaching for PE teachers.

## Scope

### 1) Objectives

The study programme aims to use the UK's expertise and resources to help football coaches from Chinese schools and universities to achieve the following:

- learn about the UK's approach to football management,
- improve their technical skills and theoretical knowledge,
- develop their capacity for training young people and increasing China's football competitiveness.

### 2) Programme elements

The 3-month programme should include:

- A. Indoor and outdoor training sessions during week days, focusing on both theoretical and practical aspects of football training. Examples:
  - a. Theoretical foundations for basic football training.
  - b. Essential knowledge to master football training.
  - c. Psychological aspects of football training.
  - d. Training project: improving physical performance
  - e. The role of the coach
  - f. Knowledge of organisational structures, including visits to professional football training centres and others
  - g. Field applications
  - h. Sociological approaches to sports activities
- B. Visits to local schools, football academies and clubs

### 3) Participant profile

There are 180 football coaches, with half from high schools (student age: 15-18) and half from universities (student age: 18+). All of them meet the following criteria:

- Hold a bachelor degree or above
- Have more than three years' experience as a football coach or assistant coach for a school or university football team
- Have a basic understanding and knowledge of exercise physiology, athletic psychology, and sociology
- Have previously engaged in training provided by the FUSC/CSSF in China

### 4) Programme period

The study programme should be three months in length, preferably during the summer or autumn.

### 5) Budget

The budget the FUSC/CSSF has set for overseas study programmes in other EU countries is included here for reference:

Tuition fees: £3,000 per participant for three months  
Living expenses: £3,000 per participant for three months

## **Specific requirements for UK programme providers**

### 1) Overall ability to manage the programme

- Understanding of the aims and objectives set by the FUSC/CSSF
- Application of required training methodologies
- Capacity for monitoring and evaluation of programme
- Capacity to provide consultancy services and support at any stage of the programme

### 2) Content

Programme providers are encouraged to adopt tailor-made and innovative approaches in content design, including the training programme and other visits specified in the programme elements. The design of the programme should consider the long-term capacity development of the participating football coaches after their return to China.

### 3) Profile of trainers

It is expected that the UK programme provider has a group of experienced and qualified trainers to work on the programme. These trainers should have a strong background in sports/football education as well as in practical training at both school and university levels. The FUSC/CSSF would like to see academic achievement that demonstrates the key trainers' profile in the areas concerned.

It would be preferable for all staff involved in the programme to have experience of managing international programmes, and they are expected to have a good cross-cultural understanding. Experience in working on international projects with China is desirable.

### 4) Evaluation

Programme providers are expected to apply a well-established system to monitor and evaluate the effectiveness of the programme. A detailed description is needed to demonstrate how the system

will work at different stages of the programme and how results are communicated to relevant stakeholders.

#### 5) Financial arrangements

Programme providers should provide the cost information, including:

- Tuition fees (including training venues, training materials, tea breaks, etc.)
- Accommodation/meals (suitable on-campus or hotel accommodation)
- Transportation in the UK (airport pick-up, drop-off, daily transportation if needed between classrooms and hotels, transportation for other visits, etc.)

Return international flights to the UK will be arranged and paid for by the FUSC/CSSF.  
Interpretation services will be arranged and paid for by the FUSC/CSSF.

#### **Evaluation criteria**

Responses will be assessed using the criteria and weightings below. A score will be given for each part of the information submitted that is to be assessed. The qualitative aspects of your response will be evaluated entirely on your response submitted.

| <b>Criteria</b>   | <b>Weighting</b> |
|---|------------------|
| Study programme design and content                      | 40%              |
| Cost of the programme                                   | 25%              |
| Professional capacities of the institution              | 15%              |
| Project management capacity in an international context | 10%              |
| Understanding of China's campus football development    | 10%              |

*Please see following Response Forms, including criteria 1 - 5*

#### **Contractual requirements**

The Contracting Authority is the FUSC/CSSF.

#### **Payment**

The FUSC/CSSF will arrange payment once the programme commences in the UK. Pre-payment of the living expenses can be arranged per request

#### **Timescale**

| <b>Activity</b>  | <b>Date</b>      |
|--|------------------|
| Call for interest released                                     | 23 October 2015  |
| Deadline for proposals   | 22 November 2015 |
| Evaluation of proposals and selection of preferred UK partners | 27 November 2015 |
| Visits to selected UK partners by the FUSC/CSSF                | January 2016     |

*Please note, this timescale may be subject to change.*

#### **Instructions for responding**

UK institutions interested in this opportunity are requested to complete the response forms (see the Guidance and Appendix) and submit them to [medy.wang@britishcouncil.org.cn](mailto:medy.wang@britishcouncil.org.cn) **no later than 9.00 am (GMT) on 22 November 2015.**

The following key points must be considered when responding:

- Your response should remain open for consideration for a period of 60 days. Any response valid for a shorter period may be rejected.
- Please submit forms in good time in case of technical issues - late applications will not be considered.
- Supporting evidence can be provided to substantiate your response. Please ensure that all attachments are clearly labelled with the appropriate question number. Please send attachment in PDF, JPG, PPT, Word or Excel formats only - other formats will not be accepted.